To: Van Horn-Dern, Cheryl, Riser, David B., Garrison, Dean, Cook, Floyd E., Karambelas, Sam R., Dotson, Roy P., Buckler, Michael L., Haisch, E Gene, Farmer, R C., Simkins, Barbara J., Young, G A., Driskell, Stanley, Turner, Dave, Rissler, Robert, Steen, Scott G., Poole, Larry T., Schmidt, Peter, Roth, William J., Loftin, Jerry R., Young, Mark, Kane, R F.
From: S=Toulon; G=Evan; I=A.; O=msmail; P=rjrt; A=rjrx400; C=us
Posted: 7/31/98 17:12
Opened: 8/3/98 12:07
Subject: September Workplan Brochure

do 2u 8/4
- OS INFO

Ladies and Gentlemen:

The Workplan brochure for Doral's September Price Check Jackpot will be mailed from Winston-Salem on Monday, August 3rd. The brochure will be sent directly to the following Field Sales employees:

* DM, RM, KAM, AM, SR, TR, RR, CIG. Outlet Specialist

In addition, 5 copies will be sent to each ROU for distribution to: RSM, RBM, ROM, Promotion Coordinator and Materials Coordinator. > distributes 8/5

As Doral maintains only a one month period as the Primary Emphasis Brand, and this is the first corporate attempt at an equity overlay around planned discounting, it is critical that all program elements are understood and executed timely and properly.

If their are any questions or issues regarding the September emphasis period, please don't hesitate to call.
Your assistance is greatly appreciate.

Sincerely,

Evan A. Toulon x6316

CC: Hirsch, Mark, Pendy, Chris, Kennedy, Mike, Hansen, Glenn J., Watson, Charles, Surman, William E., Harbaugh, Larry W., Waddell, William T., Arnold, Linda J., Crouch, Jude, Williams, Duane, Sims, Kevin, Davis, Natalie, Overfelt, Gary W., Gillespie, Tim E., Dobrowolski, R E., MacWilliams, Lori, Goodman, Mark J., Snow, Robert, Orourke, Rory
S=Reid; G=Sharon; I=G.; O=msmail; P=rjrt; A=rjrx400; C=us
S=DeLury; G=Kevin; I=J.; O=msmail; P=rjrt; A=rjrx400; C=us
S=O'Connor; G=Lori; I=M.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Ellegate; G=John; I=J.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Sanders; G=Rick; I=M.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Qualkinbush; G=Steve; I=R.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Cundari; G=Pat; I=J.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Odom; G=J. Tom; O=msmail; P=rjrt; A=rjrx400; C=us
DDA:EXTRA=Sls Exec; S=Best; G=J. W.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Fitzgerald; G=Don; I=P.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Wilmesher; G=Dave; I=L.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Cross; G=Richard; I=E.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Lamphier; G=Danielle; I=R.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Davis; G=Charlie; I=M.; O=msmail; P=rjrt; A=rjrx400; C=us

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